



NEWS

Federal Communications Commission
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This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.
See MCI v. FCC, 515 F.2d 385 (D.C. Circ 1974).

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CHAIRMAN POWELL TO KICK OFF CONSUMER EDUCATION INITIATIVE ON DTV TRANSITION, MONDAY, OCTOBER 4, 10 AM; MEMBERS OF TWO PANELS ANNOUNCED

Washington, DC – FCC Chairman Michael Powell will hold a press conference on Monday, October 4, 2004, at 10 AM to kick off an education campaign to highlight the importance of the transition to digital television (DTV). The event will be held in the Commission Meeting Room, FCC Headquarters, 445 12th Street, SW, Washington, DC

Powell will announce a major initiative headed by the FCC that will bring all segments of the television industry together to educate the public on the importance of the digital television (DTV) transition and how it will affect them in the coming years.

The press conference will be immediately followed by two panels with television industry senior executives discussing the present and future of digital and high-definition television. The first panel will focus on what high-definition content is available to Americans now, and will be available in the future. The second panel will focus on how Americans are able to take advantage of this content—whether through broadcast television, cable, satellite, and other services.

Audio/Video coverage of the meeting will be broadcast live over the Internet from the FCC's Audio/Video Events web page at www.fcc.gov/realaudio.

Panel 1: *High Definition Content, Now and in the Future. Panel discussion on the content of digital television including sports and other popular digital programming.*

Moderated by W. Kenneth Ferree, Chief, FCC Media Bureau

Panelists:

Bryan Burns, Vice President of Strategic Business Planning and Development, ESPN
Andy Setos, President of Engineering, Fox Entertainment Group
Robert Seidel, VP, Advance Technology/Engineering, CBS
Clint Stinchcomb, Senior Vice President and General Manager, Discovery HD Theater
Robert Zitter, Exec. VP, Technology Operations, and Chief Technology Officer, HBO
John Lawson, President & CEO, APTS
Mark Aitkens, Director of Advanced Technology, Sinclair Broadcasting

Panel 2: *How Consumers Can Take Advantage of the Digital Content. Panel discussion on taking advantage of the digital content - whether through broadcast television, cable, satellite or other services.*

Moderated by K. Dane Snowden, Chief, FCC Consumer & Governmental Affairs Bureau

Panelists:

Jeff Smulyan, Chairman/CEO, Emmis Communications

David Donovan, President, MSTV

Robert Sachs, President and CEO, National Cable & Telecommunications Association

Richard Slenker, EVP, Technology & Engineering Operations, DirecTV

Terry Mackin, Executive Vice President, Hearst-Argyle

Jack Perry, President & CEO, Decisionmark Corp.

Michael Petricone, Vice-President of Technology Policy, Consumer Electronics Association

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